

Message Text

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43

ACTION NEA-12

INFO OCT-01 ISO-00 EB-11 PA-04 PRS-01 USIE-00 DRC-01

CIAE-00 INR-10 NSAE-00 RSC-01 /041 W

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P R 171342Z APR 74

FM AMEMBASSY BEIRUT

TO AMEMBASSY JIDDA PRIORITY

USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 7421

UNCLAS BEIRUT 4472

STATE ALSO FOR USIA

E.O. 11652: N/A

TAGS: BEXP SA

SUBJECT: EVALUATION OF POSSIBLE SITES FOR APRIL 1975 EXHIBITION
IN RIYADH

REF: A. USDOC 4387; B. BEIRUT 3568

SUMMARY: IN RTDO'S JUDGMENT IT IS POSSIBLE MOUNT 25-
EXHIBITION DISPLAY IN RIYADH IN APRIL 1975 AT ANY ONE
OF THREE SITES: AL-ESSA BUILDING, AL-YAMAMA HOTEL, OR
ZAHRIT ALSARQ HOTEL. ACTION RECOMMENDED: (A) JIDDA:
EVALUATE AS ALTERNATE SITES (1) UNIVERSITY OF RIYADH
AND (2) COMMERCE AND INDUSTRY REASEARCH CENTER; (B) USDOC
(AFTER STUDY OF FULL SITE REPORT BEING POUCHED SOONEST):
AUTHORIZE ASAP AMBASSY JIDDA RESERVE SPACE FOR EXHI-
BITION. END SUMMARY

1. RTDO, IN OPERATION MEMORANDUM BEING POUCHED SOONEST
TO JIDDA AND USDOC, GIVES RESULTS OF HIS RECENT
INSPECTION OF FOUR POSSIBLE SITES IN RIYADH FOR
APRIL 1975 TYPE IV EXHIBITION OF US BUILDING
MATERIALS, SYSTEMS AND EQUIPMENT. REPORT CONCLUDES
THAT IT IS PHYSICALLY POSSIBLE MOUNT EFFECTIVE 25-
EXHIBITION SHOW ON ANY VIABLE THEME IN APRIL 1975 AT
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EITHER OF TWO SITES: AL-ESSA BUILDING (ESTIMATED COST

\$420 PER DAY) OR ZAHKIT ALSHARQ HOTEL (OWNER NOT YET WILLING TO QUOTE COSTS). THIRD POSSIBLE SITE, AL YAMAMA HOTEL, BOOKED SOLID THROUGH APRIL 1975--BUT AVAILABLE MAY 1975 AND LATER AT ESTIMATED COST \$280 PER DAY. FOURTH SITE INSPECTED WAS CONFERENCE CENTER BEING BUILT NEXT TO INTER-CONTINENTAL HOTEL. AS REPORTED BY MANAGERS INTER-CONTINENTAL HOTELS, THIS CENTER WILL NOT RPT NOT OPEN PRIOR TO FALL 1975. NO RPT NO PRICE ESTIMATES AVAILABLE FOR CENTER. REPORT IDENTIFIES TWO OTHER POSSIBLE SITES AND PERSONS IN AUTHORITY WITH WHOM AMEMBASSY JIDDA MAY WISH DISCUSS: (A) RIYADH UNIVERSITY AND (B) COMMERCE AND INDUSTRY RESEARCH CENTER.

2. RECOMMENDATIONS:

A. SUBJECT TO AMEBASSY JIDDA'S CONCURRENCE, RTDO RECOMMENDS THAT USDOC PROCEED AS PLANNED WITH PROPOSED TYPE IV EXHIBITION, PREFERABLY AT AL-ESSA BUILDING IN APRIL WITH AL-YAMAMA AS ALTERNATE SITE IN MAY OR LATER. USDOC SHOULD AUTHORIZE ASAP AMEMBASSY JIDDA RESERVE SITE SELECTED. WHEN COMPLETED, CONFERENCE CENTER SHOULD BE EXCELLENT SITE FOR VERY LARGE SHOWS BUT WILL NOT RPT NOT BE APPROPRIATE FOR SMALL 25- EXHIBITION SHOW.

B. SHOW THEME, SPECIALIZED BUILDING MATERIALS, SYSTEMS AND EQUIPMENT, APPEARS SOUND ON BASIS LIMITED INFORMATION AVAILABLE TO RTDO. GODLEY

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